

December 12, 2000

## Axis and connectBlue help machines speak with Bluetooth(TM) wireless technology

Axis Communications and connectBlue leverage their expertise in Bluetooth(TM) wireless technology enabling customized solutions for industrial applications.

Axis was the first company in the world to demonstrate a functional access point for Bluetooth wireless technology and is currently developing system solutions for mobile Internet access. connectBlue specializes in integrating communications based on Bluetooth wireless technology into applications and equipment designed for industrial use.

"This strategic partnership with Axis will enable us to quickly release customized solutions for industrial applications such as developing local mobile networks for the process industry which eliminate the need for cables and contact points," says Rolf Nilsson, President of connectBlue.

By using a local access network featuring Bluetooth wireless technology, it is now possible for advanced equipment within the process industry to be controlled by standard equipment such as a Wireless Application Protocol (WAP) telephone or a portable computer without the current requirements of special cables and software.

The type of equipment that could benefit from this technology includes automatic control and supervision systems and various instrumental devices, such as valves and meters. Industrial plants consist of many devices physically interconnected today. The use of local mobile networks could simplify the connections between the various physical devices.

"By partnering with connectBlue, we can now create new services and products that are specially adapted to the needs of the industrial community. With its unique expertise in this field, connectBlue is an ideal partner for Axis as it gives us the opportunity to bring the power of Bluetooth(TM) wireless access to the commercial industrial market," says Torbjörn Wård, General Manager for Axis' MobileInternet Division.

### About connectBlue

connectBlue is a company specializing in integrating Bluetooth based communication solutions in applications and products for industrial and commercial use. connectBlue serves companies with complete hardware and software solutions as well as with an extensive training and seminar program.

Every connectBlue employee is a carefully chosen specialist with extensive experience from industrial applications and Bluetooth implementations within software and hardware development. Information about connectBlue can be found at <http://www.connectBlue.se>

### About Axis

The Axis Communications Group, with the parent company Axis AB, is a leader in network connectivity and emerging wireless Internet based services. The company is at the forefront of developing network appliance solutions that enable people and organizations to get easy and immediate access to devices and services. Axis is one of the global leaders in several key thin server and network device markets, such as printer, storage and video connectivity, and is doing pioneering work in the rapidly expanding markets of wireless and mobile communications.

Founded in 1984, Axis employs more than 500 people worldwide, including the 50 percent owned subsidiary, Netch Technologies. The group had a turnover of approximately 695 MSEK in the

financial year 1999/2000. Axis is headquartered in Lund, Sweden and has a total of 28 offices throughout North America, Asia and Europe. Axis is a publicly traded company on the OM Stockholm Exchange's O-list.

Information about Axis can be found at <http://www.axis.com>.

*For more information please contact:*

*Torbjörn Wård, General Manager, Mobile Internet Division, Axis Communications*

*Phone: +46 733-22 46 08*

*E-mail: [torbjorn.ward@axis.com](mailto:torbjorn.ward@axis.com)*

*Anne Rhenman, Head of Corporate Communications and Investor Relations, Axis Communications*

*Phone: +46 708-90 18 29*

*E-mail: [anne.rhenman@axis.com](mailto:anne.rhenman@axis.com)*

*Pelle Svensson, Marketing Director, connectBlue*

*Phone: +46 733-20 71 03*

*E-mail: [pelle.svensson@connectblue.se](mailto:pelle.svensson@connectblue.se)*

*###*

*Bluetooth is a registered trademark owned by Telefon AB LM Ericsson and is licensed to Axis Communications.*